

CITY OF SANTA FE ADMINISTRATIVE MANUAL

Originating Business Unit: City Manager
SUBJECT



Advertising Policy	Policy Number 0000-1-1	# Pages 03
	Effective Date 10/17/02	Revision Date 08/15/05

1.0 PURPOSE:

- 1.1 To create opportunities to strengthen the partnership among the city of Santa Fe (the City), the public at large, and private enterprise by developing professional promotion, marketing, sponsorship and advertising programs for the City in order to raise revenues for the City.

2.0 APPLICABLE TO:

- 2.1 The city of Santa Fe; general public; private enterprise seeking to advertise on city property.

3.0 REFERENCES:

- 3.1 None.

4.0 DEFINITIONS:

- 4.1 “Advertising” means the purchase of space on city property to propose a commercial transaction for goods or services.
- 4.2 “Sponsorship” means financial or in-kind support for specific events.
- 4.3 “Commission” means financial compensation paid to the City calculated as a lump sum, per-unit, or percentage of the amount received from sale of goods or services related to specific events at city-owned property.
- 4.4 “Trade-out” means exchanging goods and services on a dollar-for-dollar basis.

5.0 POLICY:

- 5.1 The subject matter of all advertising shall be limited to speech which proposes solely a commercial transaction for goods and services. The advertisements must contain only expressions related to the economic interest of the advertiser and its audience. Non-commercial advertisements that add an offer to purchase some item containing a non-commercial message are not permitted pursuant to this policy.
- 5.2 The following standards for advertising and advertising copy shall apply to any ads on city property. No advertising will be permitted which:
 - 5.2.1 Is false, misleading, libelous, or deceptive;
 - 5.2.2 Relates to an illegal activity;
 - 5.2.3 Contain obscene material as determined by community standards;
 - 5.2.4 Advertise alcohol or tobacco products;

- 5.2.5 Includes language which is obscene, vulgar or profane;
 - 5.2.6 Implies an endorsement by the City of Santa Fe for the product or service; and
 - 5.2.7 Promotes a commercial transaction that is expressly prohibited by federal, state or local law or regulations.
- 5.3 To generate revenue to support the activities offered by the City, the City may offer space on city-owned property for local, regional, and national advertising opportunities.
- 5.4 Funds raised by the sale of sponsorships for events shall be used only for expenses directly attributable to the specific event, unless specified otherwise and previously approved by the sponsor.
- 5.5 The City recognizes that nonprofit organizations whose purpose is to support the activities of the various recreational facilities have been and may be formed as vehicles to supplement service delivery, e.g. through provision of scholarships for the use of the recreational facilities and purchase of equipment for the facilities. Each division director may designate space in the facilities under his or her management to allow such nonprofit organizations to recognize donors and contributors to those organizations.
- 5.6 This policy does not require that the City grant all requests to advertise programs. Selection is solely at the discretion and determination of the City of Santa Fe.
- 5.7 An exchange for services such as passes and memberships for advertising spaces, commercials, and partnerships will be allowed upon the approval of the department director, division director and the City Manager. Trade-outs for advertising will be allowed on a dollar-for-dollar value basis.

6.0 PROCEDURES:

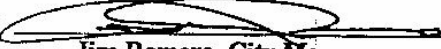


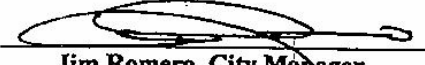
- 6.1 Each division director may designate sponsorship and trade-out opportunities on city-owned property under his or her management if deemed to be in the best interest of the City.
- 6.2 Each division director may designate space appropriate and available on city-owned property under his or her management for advertising and the value of the space.
- 6.3 Each division director may designate space appropriate and available on city-owned property under his or her management for sponsor, donor, and contributor recognition by associated organizations.
- 6.4 Each division director may identify and recommend to his or her department director opportunities for commission revenues for the property under his or her management.
- 6.5 Agreements and contracts for advertising space, sponsorships, trade-outs, and commissions must follow existing procedures as specified in the City of Santa Fe Purchasing Manual.
- 6.6 Revenue from advertisements, sponsorships, and commissions shall be reflected as revenue for budget and actual receipt of funds for applicable enterprise funds and General Fund operations. Budget may be established during the budget cycle with the amount to be estimated or established with Finance Committee and City Council approval when the definitive commitments are made (increase of revenue and increase of expenses/expenditures). Funds must be deposited within twenty-four (24) hours of receipt.

- 6.7 If equipment with a value of more than \$1,000 is received in exchange for such sponsorship the Finance Department shall be notified so that the equipment is appropriately recorded on the City's fixed assets inventory.

7.0 APPENDICES:

- 7.1 None.

8.0 REVIEW AND APPROVALS:

8.1	PREPARED BY:	 Jim Romero, City Manager	10/02 DATE
8.2	REVIEWED BY:	 Kathryn Raveling, Finance Director	10/14/02 DATE
8.3	REVIEWED BY:	 Bruce Thompson, City Attorney	10/11/02 DATE
8.4	APPROVED BY:	 Jim Romero, City Manager	10/17/02 DATE